At the FCC: Genesis for DBS

NRBA!

ANA: Eyes on the new media

Broadcasting Oct 6

The newsweekly of broadcasting and allied arts

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ARBITRON TELEVISION Top 25 PROGRAMS

Market: Minneapolis-St. Paul Survey: July 9–August 5, 1980

Rank	Program	Metro Rating
1.	**Eyewitness News** (Wed. 10PM)	34
2.	60 Minutes	28
3.	**Eyewitness News** (Tues. 10PM)	27
4.	**Eyewitness News** (Sun. 10PM)	26
5.	**Eyewitness News** (Thurs. 10PM)	26
6.	**Eyewitness News** (Sat. 10PM)	24
7.	**Eyewitness News** (Fri. 10PM)	24
8.	**Eyewitness News** (Mon. 10PM)	23
9.	Vega[illegible]	
10.	Fantasy Island	
11.	[illegible]	

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The Week in Brief

TOP OF THE WEEK

LOOSE REINS ON DBS ☐ The FCC gets the ball rolling with a notice of inquiry that incorporates its staff's reports which conclude that the commission has jurisdiction to regulate direct broadcasting satellites, but should do so minimally. **PAGE 24.**

THE COURSE FOR RKO TELEVISION ☐ The FCC designates the company's remaining 13 licenses for hearing, but won't proceed further until the WNAC-TV court appeal is finished. The spin-off plan for the 13 stations is rejected. **PAGE 25.**

LITTLE SUPPORT FOR CBS ☐ The network's proposals to foster an early resolution of teletext standards run into opposition. **PAGE 27.**

ANA WEIGHS CHANGING TIMES ☐ The Association of National Advertisers examines new technologies as they may affect advertising. The claim that network TV will be hardest hit prompts several speakers at the Hot Springs convention to warn against a premature death knell. Gillette's Ryan offers the most definitive projection of the penetration levels of the new media forms. **PAGE 28.** Issue advertising has gained much more acceptance with local stations, according to a TVB presentation to the ANA. **PAGE 30.**

SPECIAL REPORT

RADIO'S FOUR DAYS IN L.A. ☐ NRBA anticipates a record attendance of nearly 4,000 at its convention this week. The complete agenda starts on **PAGE 33.** A full rundown on who and what will be in the exhibit halls commences on **PAGE 34.**

BUSINESS

ELLER, CHARTER OIL SPLIT ☐ They call off their short-lived partnership in Charter Media. The oil firm will retain its broadcast holdings; he is expected to pursue the San Francisco FM buy and will keep the *Philadelphia Bulletin*. **PAGE 42.**

P&G COUNTERADS ☐ The company starts a $10-million media blitz to urge women not to use its Rely tampons. **PAGE 42.**

LAW & REGULATION

McCLATCHY REBUTS ☐ The publisher-broadcaster answers a *Wall Street Journal* story that McClatchy Newspapers killed its own investigative report that involved a principal in the prospective purchase of McClatchy's KMJ-TV Fresno. **PAGE 50.**

'STANFORD' BILL TO CARTER ☐ Congress approves the legislation to provide protection against newsroom searches. But not everyone is happy about late changes that lessen the shield. **PAGE 52.**

TECHNOLOGY

EDITING IN TAPE ☐ CBS unveils a new-style camera and editing system designed to effect big savings in TV production costs. **PAGE 62.**

MEDIA

BLACK CONCERNS ☐ At Washington meetings, there is a common fear that current FCC actions will harm current minority broadcasters. Van Deerlin cites imbalance in ownership at a session of the Black Caucus. FCC Chairman Ferris attempts to allay fears in his NABOB address. Journalist group condemns TV stereotyping of blacks. **PAGE 68.**

SET THE GOALS FIRST ☐ Arnold & Porter makes its recommendation to New York City on cable franchises, saying applicants should be given basic requirements around which to tailor their bids. **PAGE 70.**

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DEBATE DROP-OUTS ☐ Bush and Mondale refuse vice presidential confrontation in Louisville, Ky. Meeting of presidential candidates in Portland, Ore., called off due to lack of commitment. **PAGE 76.**

PROGRAMING

NBC-TV KEEPS ROLLING ☐ The network wins prime-time ratings honors for the second straight week. **PAGE 78.**

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PACE SETTER FOR RADIO ☐ Tom Rounds, at the leading edge of syndicated radio programing for the past 10 years, has attempted to keep a low profile. But his successes as president of Watermark Inc. have given him high visibility. **PAGE 105.**

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Week's worth of earnings reports from stocks on Broadcasting's index

Company	Period/Ended	Current and change Revenues	% Change	Net Income	% Change	Per Share	Year earlier Revenues	Net Income	Per Share
Cablecom-General	9 mo 8/31	$34,896,312	+26.0	$5,065,610	+34.3	1.93	$27,691,228	$3,771,142	1.47
CBS Inc.	6 mo 6/30	1,940,686,000	+11.7	67,553,000	-19.2	2.42	1,737,444,000	83,640,000	3.01
Columbia Pictures	year 6/28	691,814,000	+30.0	44,907,000	+30.0	4.50	544,872,000	38,988,000	4.01
General Instrument	26 wk 8/31	407,726,000	+28.5	31,567,000	+40.8	3.55	317,373,000	22,415,000	2.64
Microdyne Corp.	9 mo	17,149,642	+42.8	2,481,000	+33.9	.90	12,009,594	1,853,100	.76
Reeves Communications	year 6/30	44,408,000	+45.6	3,946,000	+72.5	1.62	30,502,000	2,288,000	1.01
Varian Associates	9 mo 6/27	447,893,000	+27.9	14,315,000	+522.1	1.86	350,191,000	2,301,000	.30

vide information on toxic shock syndrome and tampon use.

A P&G spokesman said the four-week drive will be conducted on 600 TV stations in 203 markets, 350 radio stations in 234 markets and in 1,200 newspapers.

He said he could not reveal the cost of the advertising campaign and, when asked, said P&G could not supply a copy of the commercial promoting Rely or the new version. He acknowledged that P&G is trying to mute as much as possible all references to Rely. The agency for Rely is Benton & Bowles.

The P&G spokesman felt that the campaign that is to kick off today "parallels the ones we have to introduce a new product." In the case of P&G, television's largest advertiser with an investment of more than $430 million last year, the "don't buy" Rely campaign can run into $10 million or more.

P&G said it expects 100% of the tampon product to be off retailers' shelves by Oct. 13 but was concerned about women who may still have the product at home or received a free sample.

Five-year forecast

Despite the gloomy prophecies by some analysts of network television's future, Ted Bates & Co., New York, estimates that billings in the medium in 1985 will double to $9 billion from $4.5 billion in 1979.

Bates acknowledges there will be some slippage in the percentage of total dollars allocated to network TV (32% in 1985 and 34% in 1979). The agency envisions that cable television advertising and spot television each will pick up 1% of the advertising that network TV relinquishes in 1985.

Bates projects that spot television will increase from $2.9 billion in 1979 to $6.2 billion in 1985, while other national media will grow as follows: magazines, from $2.9 billion to $5.9 billion; newspapers, $2.1 billion to $4.2 billion; national radio, $900,000 to $1.7 billion and outdoor, $400,000 to $900,000. National cable TV, Bates says, will be billing $300 million in national advertising by 1985, up from $15 million in 1979.

Kerkorian truce with CPI collapses

He goes to court, trying to get out of agreement that limits his ownership in Columbia

Kirk Kerkorian and Columbia are at it again. The financier and Columbia Pictures Industries' management are trading charges about each other's intentions for the company, and again raising the question whether Kerkorian will increase his holding in the company from its present 24%.

To do that, Kerkorian will have to break or have voided in court a 1978 agreement he signed with the company under which he promised not to increase his holdings prior to 1982. But last Tuesday he filed suit in Las Vegas federal court charging Columbia, company directors Francis T. Vincent Jr. (chairman), Herbert A. Allen Jr., Dan Lufkin and Leo Jaffee, as well as Allen's investment banking firm, Allen & Co., with breach of both contract and fiduciary duty.

Kerkorian's asking the court to award him $10 million in punitive and other unspecified damages, as well as to terminate restrictions in his covenant with Columbia that bar him from voting the 24% of shares he owns. He didn't specifically request the court's approval of further stock purchases.

Columbia branded the suit "a sham ... a hysterical attempt to use legal theatrics in order to create public confusion and to undermine Columbia's planned public offering." The latter is a reference to a $50-million convertible subordinated debentures offering that went to market Wednesday, through an underwriting group lead by Allen & Co.

Kerkorian had made known his opposition to the offering earlier in the week. The debentures would effectively shave 10%-15% off Kerkorian's holding in Columbia. He proposed to the company on Monday that he be permitted to purchase $50 million worth of common stock in place of the offering, saying it would save Columbia "millions" in interest and fees. The Columbia board rejected that proposal, along with another which Kerkorian advanced on Monday—merge Columbia with MGM Film Co., of which he holds 47%.

The Las Vegas suit filed by Kerkorian lists a number of actions it claims shows "the defendants ... never intended to live up to the terms of the 1978 agreement and intended to use that agreement merely to entrench themselves, to perpetuate their control of Columbia, to frustrate the best interests of their shareholders ..."

Columbia's response noted that its attorneys "will prepare and commence litigation to hold Kerkorian accountable for his actions and require his adherence to governing laws and his agreements and obligations under the law."

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Haunting Reagan's past

President Carter's media man, Gerald Rafshoon, has taken aim at Ronald Reagan's record as two-term governor of California—a record the Republican presidential nominee's advertising aides have

Bottom Line

Pay-out in stock. Board of directors of Reeves Communications, New York, has voted 50% stock dividend to shareholders on Sept. 30. It will be distributed Oct. 30. There currently are 2,415,394 shares outstanding which will be increased to 3,623,091 after stock distribution. Marvin Green, president and chairman, explained stock dividend was declared in light of company's outlook for continuing growth and earnings and to increase marketability of common stock. "Even with the Screen Actors Guild strike," he said, "and some of the problems it caused, we expect earnings per share to be 50% better than last year in the first half of fiscal 1981." Development, acquisition, production and distribution of programs and motion pictures for TV and theaters account for 90% of Reeves revenues.

□

S-A buys coaxial cable supplier. Scientific-Atlanta Inc., Atlanta, has acquired Systems Communications Cable Inc., Phoenix. Scientific-Atlanta issued 167,000 shares of its common stock and paid $1 million in cash for all of outstanding stock of Systems Communications Cable, putting value of more than $8 million on transaction. Enwistle Co., which owned 80% of Systems Communications Cable prior to acquisition, received all of cash portion plus 128,949 shares of stock. Scientific-Atlanta now has approximately 10.6 million shares of stock outstanding. Newly acquired company manufactures coaxial cable for use in broadband communications systems, primarily cable TV systems. Its sales during 12 months ended July 1980 were $11.2 million. Nathaniel M. Marshall, who had been president of Systems Communications Cable, is to join Scientific-Atlanta as group marketing executive. Phoenix cable manufacturing operations will be managed by John Bacon, who has been general manager of Scientific-Atlanta's video products division.

□

Extra. Adams-Russell Co. has announced 50% stock distribution under which shareholders of record on Oct. 1 will receive one additional share of common stock for each two shares held on that date. Cash will be paid in lieu of fractional shares. In addition, Waltham, Mass., manufacturer of equipment and operator of CATV systems and one TV station, said cash dividend of five cents per share would be paid Nov. 25 to stockholders of record on Nov. 10.

□

More Comcast shares. Comcast Corp., Bala Cynwyd, Pa., has filed registration statement with Securities and Exchange Commission for sale in mid-October of 450,000 shares of class A common stock. Underwriters will be led by Shearson Loeb Rhoades, New York. Proceeds are to be used to reduce bank debt and provide additional working capital and funds for future expansion. Comcast owns CATV systems, background music operations and in-store merchandising services. It trades over-the-counter and closed last Wednesday at 30½.

□

Held back. RKO Radio Network start-up costs "substantially" trimmed third-quarter broadcast earnings for parent RKO General Inc., though that General Tire & Rubber subsidiary reported total earings up marginally in quarter to $10.88 million from $10.86 year earlier. RKO revenues were up 16% for quarter, according to GT&R. GT&R earnings were down 30% to $14.6 million, 61 cents per share, from $20.8 million, 88 cents; revenues slipped nearly 5% to $527.2 million.

□

July totals. Network television spending in July rose by 13.4% to $336,303,000, according to Broadcast Advertiser Reports figure released last week by the Television Bureau of Advertising. For the January-July period, network TV investments climbed by 14.6% to $2,851,896,000. The Monday-through-Friday segment for both July and for the January-July period showed the greatest revenue gains, 18.4% in July and 18.9% for the seven-month span.

July

	1979	1980	% Chg.
Daytime	$104,632,800	$111,302,400	+6.4
Mon.-Fri.	76,242,600	90,247,900	+18.4
Sat.-Sun.	28,390,200	21,054,500	−25.8
Nighttime	191,944,500	225,001,400	+17.2
TOTAL	$296,577,300	$336,303,800	+13.4

January-July

	1979	1980	% Chg.
Daytime	$837,610,900	$967,710,700	+15.5
Mon.-Fri.	568,871,800	676,133,600	+18.9
Sat.-Sun.	268,739,100	291,577,100	+8.5
Nighttime	1,650,762,800	1,884,186,000	+14.1
TOTAL	$2,488,373,700	$2,851,896,700	+14.6

curity analysts in the company's home city of Cincinnati. The news, which was something of a disappointment to the financial community, follows a fiscal first quarter in which net earnings declined 10%. Taft also told the analysts that per-share earnings in its second quarter could be down about 10%, due to an increase in shares outstanding.

Last year, earnings for the quarter ended Sept. 30 were $12.1 million, $1.40 a share, on revenues of $73.9 million. Back in July, Taft's chairman, Charles S. Mechem, had indicated the company believed earnings for the full year ending March 31, 1981, would be up over 1980. However, in his latest statement, Mechem said "due to the potential of a continued weak economy and a continuation of the SAG-AFTRA strike, it is difficult at this time to reliably project earnings levels for the full year."

The downturn anticipated for the second quarter was laid primarily to a decline in operating profit for the company's Amusement Park Group, which reflected softness in park attendance and revenues. At the same time, the Entertainment Group, under which Taft's program production units are organized, experienced "significant gain in operating profit," though not enough to offset the park decline.

Commenting on Taft's broadcast operations, Mechem said "the slowdown in the rate of growth of broadcast revenues experienced in the first quarter, accelerated in the second quarter. Broadcast revenues are expected to increase between 5% and 10% over last year's comparable period."

Getting older all the time

The movement by radio advertisers to reach the older age group is highlighted in an analysis by Blair Radio showing that 25-54 was the most sought-out demographic by clients in the first half of 1980. The 25-54 grouping accounted for 22.9% of business opportunities at Blair, up from 20.6% in the first half of 1979, and replacing the 18-34 group, which slid to 15.8% from 21.4% in last year's first half. In third place, according to Blair, was the 18-49 demographic, representing 13.6% of requests, down from 20% in the corresponding period of 1979. The 25-49 category also fell back slightly, to 12.8% of requests from 13.4% last year.

How much is enough? Katz seminar explores issue of frequency

The Katz Agency devoted its 1980 PROBE seminar in New York last week to the subject of frequency levels in television advertising, and participants agreed on at least one thing: There's no magic number indicating the number of times a TV commercial must be run to be effective, but

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from 39 countries, focused on the debate over a new world information order, a topic that continues to dominate international communications meetings.

The issue was joined at the outset, in the welcoming address by the Canadian communications minister, Francis Fox.

Embracing the language of the ongoing debate, Fox expressed a commitment to "the freest possible flow of information."

But noting the economic and cultural power of the U.S., he added: "It is facile to attempt to categorize sophisticated policies in black and white terms. A balance is required in terms of protecting legitimate sovereign rights on the one hand and insuring the free flow of information on the other."

For the Record

As compiled by BROADCASTING, Sept. 22 through Sept. 26 and based on filings, authorizations and other FCC actions.

Abbreviations: AFC—Antenna For Communications. ALJ—Administrative Law Judge. alt.—alternate. ann.—announced. ant.—antenna. aur.—aural. aux.—auxiliary. CH—critical hours. CP—construction permit. D—day. DA—directional antenna. Doc.—Docket. ERP—effective radiated power. HAAT—height of antenna above average terrain. khz—kilohertz. kw—kilowatts. m—meters. MEOV—maximum expected operation value. mhz—megahertz. mod.—modification. N—night. PSA—presunrise service authority. RCL—remote control location. S-A—Scientific Atlanta. SH—specified hours. SL—studio location. trans.—transmitter. TPO—transmitter power output. U—unlimited hours. vis.—visual. w—watts. *—noncommercial.

New Stations

AM applications

■ Black Canyon City, Ariz.—Black Canyon Broadcasting Corp. seeks 710 khz, 500 w-D. Address: Box 448, Black Canyon City 85324. Estimated construction costs: $86,000; first-quarter operating cost: $14,000. Format: CW/popular. Principals: John H. Gates and wife, Betty Mae (50% jointly) and William P. Ledbetter and wife, Evelyn (50% jointly). Gateses own Auburn, Calif., construction contracting firm. Ledbetter is announcer/salesman with KWAO(FM) Sun City, Ariz. Evelyn is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Walnut, Miss.—Associated Christian Enterprises Inc. seeks 850 khz, 250 kw-D. Address: Box 37, Walnut 38683. Estimated construction costs: $21,000; first-year operating cost: $15,000; revenue: $50,000. Format: Gospel. Principals: James R. Mitchell and Larry Dunlap (50% each). Both are pastors, Mitchell in Walnut and Dunlap in Chalybeate, Miss. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Christina & Joel Martin seek 1230 khz, 1 kw-D, 250 w-N. Address: 405 Rt. 109, Babylon, N.Y. 11704. Estimated construction costs: $36,600; first-quarter operating cost: $21,357; revenue: $37,800. Format: Adult Contemporary. Principals: Martins are employed with WBAB(FM) Babylon and are applicants for new FM at Berlin. They are requesting authority to operate facilities of WMOU(AM)-WXLQ(FM) Berlin formerly licensed to White Mountain Broadcasting Co., now operated on interim basis by Community Broadcasting Assoc. They have no other broadcast interests. Ann. Sept. 10.

■ Berlin, N.H.—Berlin Broadcasting Co. seeks 1220 khz, 1 kw-D, 250 w-N. Address: 164 Main St., Berlin 03570. Estimated construction costs: $8,000; first-year operating cost: $197,600; revenue: $200,000. Format: Contemporary. Principals: Michael Powell (president) and others. Powell owns Rochester, N.Y., printing firm. Applicant is also applying for new FM at Berlin, both formerly operated by White Mountain Broadcasting Company (see above). Ann. Sept. 10.

■ Albuquerque, N.M.—Spanish Community Radio Inc. seeks 1240 khz, 1 kw-D, 250 w-N. Address: 6929 Marilyn N.E., Albuquerque 87109. Estimated construction costs: $97,000; first-quarter operating cost: $40,000; revenue: $8,700. Format: Spanish/Beautiful. Principal: Raul O. Parra, Richard A. Chavez, Ronald M. Lucero, Joe G. Berumen, Henry D. Espinoza Jr. (20% each). Parva is news director of KLKK-TV Albuquerque. Chavez is Albuquerque air traffic controller. Espinoza is Albuquerque periodontist. They have no other broadcast interests. Ann. Sept. 10.

■ Guanica, P.R.—Family Radio Broadcasting Inc. seeks 1510 khz, 500 w-U. Address: 4613 13 de marzo St., Guanica 00653. Estimated construction costs: $114,200; first-quarter operating cost: $26,600; revenue: $34,152. Format: Popular. Principals: Adolfo M. Ortiz (25.6%), Selenia F. Ruiz (24.4%) and family. Ortiz is Guanica businessman. Ruiz is housewife. They have no other broadcast interests. Ann. Sept. 10.

■ Moca, P.R.—Moca Broadcasting Associates Inc. seeks 1040 khz, 250 w-D. Address: 182-A Baldorioty St., Moca 00716. Estimated construction costs: $57,000; first-quarter operating cost: $8,473; revenue: $50,600. Format: Contemporary. Principals: Antonio R. Loperana (65%) son, Luis (25%) and Jose E. Caban Reguero (10%). Loperana is 50% owner of Aguadilla, P.R., concrete block factory. Luis is C.E.T.A. program director at Aguadilla. Reguero is human resources technician at Aguadilla. They have no other broadcast interests. Ann. Sept. 10.

■ North Myrtle Beach, S.C.—North Myrtle Beach Broadcasting Corp. seeks 900 khz, 500 w-D. Address: 429 Pine Ave., North Myrtle Beach 29582. Estimated construction costs: $120,200; first-quarter operating cost: $14,300; revenue: $150,500. Format: Beautiful. Principals: Harry D. Dunnagan and wife, Bernice (32% each). C.B. Hughes Jr. (18%). Dunnagan is general manager of WNMB(FM) North Myrtle Beach, which applicant owns. Bernice is treasurer and assistant manager of station. Huges is Yadkinville, N.C., surgeon. Ann. Sept. 10.

■ Whitebluff, Tenn.—Dickson County Radio Inc. seeks 1150 khz, 500 w-D. Address: 300 N. Main St., Dickson 37055. Estimated construction costs: $37,000; first-quarter operating cost: $12,000; revenue: $80,000. Format: CW/MOR. Principal: Robert Littleton and Richard Albright (50% each). Littleton is Dickson, Tenn., attorney. Albright owns 25% of WSLV(AM) Ardmore, Tenn., and has sold his 25% interest in WKDJ(FM) Winchester, Ky., subject to FCC approval. Ann. Sept. 10.

■ Woodstock, Va.—Woodstock Broadcasting Co. seeks 940 khz, 250 w-D. Address: 129 S. Main St., Woodstock 22664. Estimated construction costs: $41,400; first-year operating cost: $86,000; revenue: $96,000. Format: CW/popular. Principal: Earl Judy Jr. He is president, general manager and 33.3% owner of cable system serving Luray and Woodstock, both Virginia. He also owns 50% of WFGM(FM) Fairmont, W.Va. Ann. Sept. 10.

■ Heber City, Utah—Majestic Broadcasting Inc. seeks 1340 khz, 500 w-D, 250 w-N. Address: 7720 S. 700 East, No. 208, Midvale, Utah 84047. Estimated construction costs: $26,000; first-year operating cost: $96,000; revenue: $97,700. Format: MOR/CW. Principals: Jerold W. Johnson and wife, Suzanne (21.25% jointly); David K.W. Johnson (21.25%), Gert O. Foerster and wife, Shirley (17.5% jointly) and 15 others. Johnsons own Midvale, Utah computer services and engineering firm. David (brother of Jerold) is student at University of Utah, Salt Lake City; Foerster owns Midvale CPA firm. Shirley is housewife. Jerold Johnson is vice president of KSUB-AM-FM Cedar City, Utah. Ann. Sept. 10.

FM applications

■ Yucca Valley, Calif.—Shoblom Broadcasting Inc. seeks 106.9 mhz, 5.7 kw, HAAT: 1176 ft. Address: Holiday Inn, 271 Lake Havasu Ave., Lake Havasu City, Ariz. 86403. Estimated construction cost: $36,287; first-quarter operating cost: $11,540. Format: Adult Contemporary. Principal: Lee R. Shoblom (100%). He owns KWFJ(AM)-KRFM(FM) Lake

Summary of broadcasting

FCC tabulations as of July 31, 1980

	Licensed	On air STA*	CP's on air	Total on air	CP's not on air	Total authorized**
Commercial AM	4,560	3	1	4,564	118	4,682
Commercial FM	3,227	2	0	3,229	143	3,372
Educational FM	1,063	0	1	1,064	86	1,150
Total Radio	8,850	5	2	8,857	347	9,204
Commercial TV						
VHF	516	1	0	517	9	526
UHF	226	0	3	229	84	313
Educational TV						
VHF	100	1	4	105	7	112
UHF	155	2	5	162	11	173
Total TV	997	4	12	1,013	111	1,124
FM Translators	317	0	0	317	189	506
TV Translators						
UHF	2,539	0	0	2,539	216	2,755
VHF	1,304	0	0	1,304	451	1,755

*Special temporary authorization. **Includes off-air licenses.